

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Tourism Promotion – Release of Advertisement in “Tehelka” Places in India – You should visit before you die – Editorial property, January 2011, February 2011, March 2011 and April 2011 issues, through M/s. Stark Communication, Pvt., Ltd (Cochin), Hyderabad – Publication Charges – Sanction of Rs.1,67,960/- - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.1102

Dated: 28-12-2011

Read the following:

1. Govt.Lr.No.4723/PMU/DDC/2010, Dt.29-12-2010 of YAT & C (PMU) Department.
2. Invoice No. 10-11/8398, Dt.31-01-2011, Invoice No.10-11/8431, Dt.14-02-2011, Invoice No.10-11/8518, Dt.09-03-2011 and Invoice No.11-12/9002, Dt.01-04-2011 of M/s. Stark Communication, Pvt., Ltd (Cochin), Hyderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, A.P. Tourism & Culture Department released advertisements to publish in “Tehelka” magazine in January 2011, February 2011, March 2011 issues and April 2011 issues, through M/s. Stark Communication, Pvt., Ltd (Cochin), Hyderabad. After publication of the advertisements, submitted bills amounting to Rs.41,990/- x 4 issues i.e., Rs.1,67,960/- (including Service Tax @ 1.55%) for arranging payment.

2. Government after careful examination of the matter, hereby accord sanction for an amount of Rs.1,67,960/- (including Service Tax @ 1.55%) (Rupees One Lakh Sixty Seven Thousand Nine Hundred and Sixty only) towards publication of the advertisements in “Tehelka” magazine in January 2011 issue, February 2011 issue, March 2011 issue and April 2011 issue, through M/s. Stark Communication, Pvt., Ltd (Cochin), Hyderabad.

3. The amount sanctioned at Para 2 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (12) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw the amount sanctioned at Para 2 above, from Permanent Advance of PMU, initially and disburse the same to M/s. Stark Communications (Cochin) Pvt., Ltd., Hyderabad, after deducting Tax, payable to the Income Tax Department at appropriate rates. The Assistant Secretary to Government and Drawing & Disbursing Officer shall recoup the amount by submitting the paid bills to Deputy, PAO, Secretariat, Hyderabad Branch, Hyderabad.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

JAYESH RANJAN
SECRETARY TO GOVERNMENT (T)

To,
M/s. Stark Communications, Pvt., Ltd (Cochin), Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.

SF/SCs

//Forwarded:: By Order//

SECTION OFFICER